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When Johann Dalp died in August, 1851, five of his chief creditors took over the firm and re-established it under the management of Karl Schmid, who had been employed by Dalp for just over a year. Two assistants and a messenger formed the entire staff. Schmid had had four years' training in Frankfurt, whence he came direct to Bern. In view of his youth he must have exhibited exceptional talent, as the post carried with it no mean responsibility. His early accounts and balance sheets show that he was gradually able to wipe off the whole of the original deficit, and on January 1st, 1866, he personally took over the managing partnership of the business, which was registered as the "Dalp'sche Buchhandlung (Karl Schmid)," and removed to new premises. Schmid had considerable difficulty in keeping his business alive, as he had but limited means, and much of his capital was held abroad. However, by dint of extreme diligence and thrift he gained the confidence of the public, and was able to publish a number of books by Swiss authors and on Swiss subjects. He published a collection of excellent maps of Switzerland, which are well known even to-day. As the business continued to grow it had again to be moved in 1873 to more commodious quarters in the Bahnhofplatz, where it remained until 1911.

After the inauguration of the St. Gotthard Tunnel in 1883 Schmid opened a branch in Lugano, and bought the business of Meyer & Zeller in Como. This branch was managed by his son Edmund, and the parent-business at Bern fell under the direction of his son-in-law, Alexander Francke, who, having received his training in Cologne and Vienna, had been for nine years an Assistant of Schmid's. In 1885 Edmund Schmid and Alexander Francke were made partners, and the business became known as "Schmid, Francke & Cie., vormals J. Dalp'sche Buchhandlung." In 1896 Edmund Schmid was obliged, on the grounds of ill-health, to retire from business, and the Como branch was wound up. The branch at Lugano was sold, and the firm was re-registered as "Schmid and Francke." Karl Schmid was responsible for the publishing section of the business, and Francke was the manager of the rapidly growing retail department. Schmid retired in 1902, and the business was continued by Francke in his own name.

Alexander Francke was a North-German who had made his home in Bern. His forceful personality and very great industry stood him in good stead, and he centred his energies in the production and propagation of worth-while literature. He concentrated on the publication of Swiss books, and was a valuable and active supporter of Otto von Greyerz in his activities for the development of local culture. All important Bernese literature was published by Francke, including Emanuel Friedli's great work on the local dialect and the ever-popular stories of Rudolf von Tavel, Simon Gseller, Josef Reinhart and others. Other important publications were a book of pictures of the great Swiss poet Haller, with explanatory text, and Roland Anheisser's treatise on old Swiss architecture. Francke's work on behalf of Swiss literature was justly commended by the University of Bern, which presented him with a doctorate *honoris causa*.

In 1911 the ever-growing business moved to its present splendid premises in the Bubenbergplatz. The roomy and comfortable shop, with its pleasant easy-chairs and close on a mile of self accommodation (not to mention the extraordinarily expansive display windows), is with good reason a favourite haunt of those whose pleasure it is to "browse" amongst books. The commodious stock-rooms and offices can hardly be surpassed anywhere for convenience and utility.

In November, 1925, Dr. Francke died quite unexpectedly, and the business became a limited company ("Buchhandlung A. Francke A.G."), in which form it now exists as a worthy memorial to Francke himself, as well as to his predecessors. In spite of many difficulties and the effects of the general economic crisis it continues to enjoy a position of first importance, not only in the book trade itself, but among the various cultural influences of Switzerland.

The Publishers' Circular and The Publisher and Bookseller.

NEWS FROM THE COLONY.
66me FETE SUISSE.

Having, in our last number drawn the attention to the above event, which will take place on Thursday, the 27th of June, at the Central Hall, Westminster, we wish to remind our readers and their friends, that a very interesting programme has been arranged.

Such well-known artistes as Mlle. Eva Cattaneo, a singer blessed with a golden voice, M. Wladimir Czernikow the well-known pianist from Geneva, Messrs F. v. Bergen and A. Gandon, Yodeller and accordeon player respectively, and Mr. E. A. Seymour, F.R.C.O. organist, have put their services at the disposal of the Committee; these names are sufficient to guarantee an enjoyable evening.

In addition, the Swiss Orchestral Society, the Swiss Choral Society and the "Choeur mixte" will participate in the programme; thus providing a further attraction.

We heartily recommend our readers and friends to attend the 66me Fete Suisse, which is a real patriotic gathering where one can cement old friendships and make new ones. Therefore "Au revoir," Thursday next at the CENTRAL HALL.

SWISS MERCANTILE SOCIETY LTD.

The Monthly Meeting of the Swiss Mercantile Society was held at Swiss House on Wednesday, June 12th. The President, Mr. A. Steinmann, was in the Chair. He read a letter from the Home Secretary addressed to the Swiss Colony in London in reply to an Address of Congratulation sent to H.M. King George V on the occasion of his Silver Jubilee.

The Chairman then proceeded to report on the Delegates' Meeting of the S.K.V. held at Lausanne on May 11th and 12th which he attended on behalf of the London Section. He gave a very comprehensive and lucid account of the lengthy and important deliberations and a very hearty vote of thanks was accorded to him for the efficient manner in which he carried out his mission.

The successful competitors of the London Section and of the College at this year's Swiss Sports were invited to this meeting. The members of the London Section were successful in winning the "Georges Dimier Challenge Cup" which is awarded to the Society gaining the highest aggregate of points. The Cup was won outright by the London Section as winners on three consecutive occasions. The Society has won the Georges Dimier Cup seven times in the last eight years.

The new Veteran's Cup for the 120 yds. race, presented by the Union Helvetia, was again won by Mr. H. H. Baumann, Vice-Chairman of the Education Committee, who has won this race five times in the last six years, thus showing wonderful consistency.

Mr. W. Burren reported on the performances of the competitors whose results were warmly acclaimed.

The Cups were then filled with wine and passed round in the spirit which behoves successful athletes, and the exuberance culminated in community singing which on these auspicious occasions always forms the *pièce de résistance*.

A feature of the meeting was a show of the cantonal coats of arms carried out in stained glass by our compatriot, Mr. Alfred Werck, of Mardley Hill, Welwyn (Herts.). The marvellous collection which passed round created great interest.

The Chairman then had a very pleasant duty to perform. On behalf of the Society, he presented Mr. W. Meier, Chairman of the Education Committee, and Mrs. Meier with a beautiful wedding gift in the form of a cut glass liqueur service. The newly wed were cordially received by the meeting and suitable words were spoken.

Mr. Burren then gave particulars of an Athletic Match between the Metropolitan Police "C" Division Athletic Club, (Metropolitan Police Cross-Country Champions 1931, 1932, 1933 and 1935 and Winners of the "Victory" Cup 1930, 1931, 1933 and 1934), and the Swiss Mercantile Society, to be held at Imber Court, Thames Ditton, on Wednesday, July 3rd, at 3.30 p.m. Coaches will leave Swiss House at 2 p.m. (Tickets on sale at the office of the S.M.S.; Tel. Museum, 6693). The "S.M.S. CUP," presented for this

occasion by the College of the S.M.S., will be awarded to the Club gaining the highest aggregate of points. The following events will be competed for: 100 yds.; 220 yds.; 880 yds.; 1 mile; Veterans' Race; High Hurdles; 1 mile Relay Race (880 x 440 x 220 x 220 yds.). (All scratch races); Long Jump; High Jump; Discus, Javelin and Putting the Weight. Each side will have three men for each event and the scoring will be on the basis of 5, 3, 2, 1 points respectively for 1st, 2nd, 3rd and 4th places, whereas 10 points will be awarded to the winners of the relay race and 5 to the losers. Monsieur W. De Bourg, Counsellor, Swiss Legation, has kindly consented to present the Cup to the Winners. The match will be followed by tea and dance.

A thoroughly enjoyable evening was wound up with some songs by Mr. von Bergen, who was accompanied on the piano by Mr. C. Chappuis.

This was the last meeting before the summer vacation, it being decided that the July and August Meetings be cancelled as in previous years. *WB.*

LONDON-BASEL, EIN LUFTSPRUNG.

Es war einer jener grauen, unfreundlichen Tage, die für den diesjährigen Londoner Sommer so bezeichnend sind, als sich eine fast ausschliesslich aus Schweizern bestehende Gesellschaft von 7 Personen in Croydon in das neueste Douglas-Flugzeug der "Swissair" einschiffte, um auf möglichst raschem, sicherem und angenehmen Wege nach der Schweiz zu gelangen. Kaum war die Kabine verschlossen, kaum hatte man sich in den bequemen Lehnstühlen gut eingesenkt, als die zwei mächtigen 700-pferdigen Motoren zu brummen anfangen. Ein letzter Gruss des uniformierten Vertreters der Swissair in London und seines jungen Gehilfen und die Maschine legte, nein sie tänzelte federleicht einige Dutzend Meter über den Boden: plötzlich schwebte man. Es war ein einzigartig schönes Gefühl, dieses Losgelöstsein von aller Erdschwere und das Auge gewöhnte sich rasch daran, die vertraut gewordenen Gebäude immer kleiner werden zu sehen. Unsere "Ito" — so wurde das Flugzeug aus unerfindlichen Gründen an irgend einer internationalen Konferenz getauft — hatte unterdessen sehr rasch an Höhe und Geschwindigkeit gewonnen, obschon einem das letztere kaum richtig zum Bewusstsein kam, rollte doch die Erde einer grossen Landkarte vergleichbar langsam unter einem davon. Rasch war der Aermelkanal bei Dungeness erreicht und noch rascher war er überflogen, dies schon auf einer Höhe von 3000 Metern.

In der Kabine war aus der fremden Gesellschaft für die kurze Dauer des Fluges eine Familie geworden, betreut von der überaus freundlichen Schweizer Stewardesse Johanna Vögeli, die es mit ihrem charmanten Bernerwesen verstand, alles in gute Stimmung zu versetzen. Sie zeigte uns ihr Bordbuch, in welchem sich schon eine Anzahl von sehr bekannten Namen verewigt haben, servierte Früchte und Tranksame und wenn jemand rauchen wollte, dann war sie flugs mit "Swissair-Zigaretten" zur Hand, die die Swissair freundlicherweise ihren Gästen offeriert.

Unterdessen jagte die Maschine mit einer Geschwindigkeit von rund 300 Kilometern dahin. Von Luftkrankheit oder auch nur von einem beklemmenden Gefühl war keine Rede, so ruhig und stabil lag diese komfortable Kutsche in der Luft. Wir hatten uns auf das vielberühmte Schaukeln so ein ganz kleines bisschen gefürchtet; wir konnten uns indessen nicht genug über die



His Worship the Mayor of Cambridge and some of the Staff and Students of the S.M.S. at the Civic Reception in the Council Chamber of the Guildhall.

Stabilität dieser Douglas-Maschine wundern. Unser Pilot, Flugkapitän Ackermann, hatte die Freundlichkeit, uns von Zeit zu Zeit Standortmeldungen durchzuschicken; wir haben eine vor uns, die so laut; Standort: St. Quentin, Flughöhe: 3300 Meter, überliegen Gewitter.

Eine andere lautete: Reims, 3600 Meter. Beim Hinuntersehen konnte man deutlich das ehemalige Kriegsgebiet erkennen, denn noch jetzt sieht man die grauenhaften Zerstörungen, unter denen insbesondere die Gegend von Reims zu leiden hatte.

Wir dürfen mit Bestimmtheit feststellen, dass Kapitän Ackermann's Art, zu fliegen, den Begriff "Luftangst" ein für allemal aus dem Wörterbuch der ganzen kleinen Reisegesellschaft gestrichen hat. Dafür hatte uns Ackermann mit unaussprechlicher Tinte das Eine hineingeschrieben: Zutrauen zum Flugzeug und Freude am Fliegen!

Rasch war Basel als ein sinnreich zusammengesetztes Städte-Puzzle unter uns. Es sah von oben aus, wie etwa eine Spielzeugstadt aus dem "Druckli": deutlich abgezeichnet die Altstadt, die grossen Hauptstrassen, der Bahnhof, dessen kompliziertes Schienengewirr von oben so einfach sich ausnimmt und endlich der Rhein mit seinen zahllosen nackten Leibern. Pilot Ackermann nahm das Gas weg und setzte zu Gleitflug und Spirale an. Rasch, unheimlich rasch wurde das Städtebild grösser und grösser und man konnte in den Rheinbadanstalten schon deutlich die nackten Hälse erkennen, die sich emporreckten, um den grossen Brummvogel zu betrachten, der da in scheinbar nonchalanter Weise über ihnen herumschaukelte. Ein letztes Mal Gas, eine letzte Kurve ... Basel. In etwas mehr als drei Stunden! Eine wundervolle Leistung moderner Technik und guter Führung und es ist nicht zuviel gesagt, wenn wir hier feststellen, dass die ganze Reisegesellschaft restlos begeistert in der Schweiz anlangte.

Dank des guten Rufes, den unsere Swissair-Flugzeuge geniessen, kam es, dass wir am Tage, den wir für den Rückflug bestimmt hatten, den Bescheid erhielten: ausverkauft. Und am nächsten Morgen? Ausverkauft. So nahmen wir denn den grossen 35-Plätzer der Imperial Airways, der uns via Paris in sechs Stunden wieder nach London brachte. Auch das war angesichts der Dimensionen und der Schwere dieses Riesen eine anerkennenswerte Leistung.

Wir möchten diese kurzen Zeilen nicht schliessen, ohne der Swissair im Namen der Passagiere vom 14. Juni allen Erfolg zu wünschen!

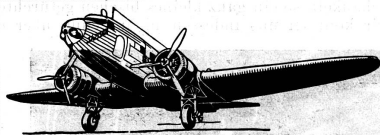
G. KELLER.

PERSONAL.

We regret to inform our readers, that M. Charles, W. Guignard, of 42, Regent Street, Hendon, N.W.4, a partner in the firm of Messrs. Guignard and Golay, Watch Manufacturers, met with a regrettable accident.

M. Guignard was knocked over by a bus outside his house, and was unconscious for several hours. We are glad to hear, that he is slowly recovering, and we are sending him our best wishes for a speedy and complete recovery.

The many friends of Mr. Ernest Alder will sympathise with him in his sad bereavement, his mother having died at Herisau after a short illness, aged 74.



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FORTHCOMING EVENTS.

Thursday, June 27th, from 7—10.30 p.m. (Tea from 6 o'clock, buffet from 8—9 o'clock) Fête Suisse — at Central Hall, Westminster. (opposite Westminster Abbey).

Tuesday, July 2nd, at 7.30 sharp — City Swiss Club — Réunion d'été — at Brent Bridge Hotel, Hendon.

Wednesday, July 3rd, at 7.30 p.m. — Société de Secours Mutuels — Monthly Meeting — at 74, Charlotte Street, W.1.

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